

ABSTRACT

A multivariable search system for the comparative analysis of financial products allows the user to enter a set of criteria of their choice with desired ranges and in addition, a weighting factor to be applied to the criteria. Mutual funds, for instance, may be searched according to desired rates of return, fund type categories, and assigned levels of weight or emphasis on different ones of the criteria. Search results may be returned in coded form, indicating which candidate products they match all of the selected criteria, and which ones generate the highest net score given the weighting and other factors. Searches may be revised or refined based on the presented results, or new searches may be performed. Hot linkable connections may be presented to transaction sites to carry out purchases, obtain prospectuses, or other activities relating to the mutual fund or other financial products returned.